



SOUTH WEST

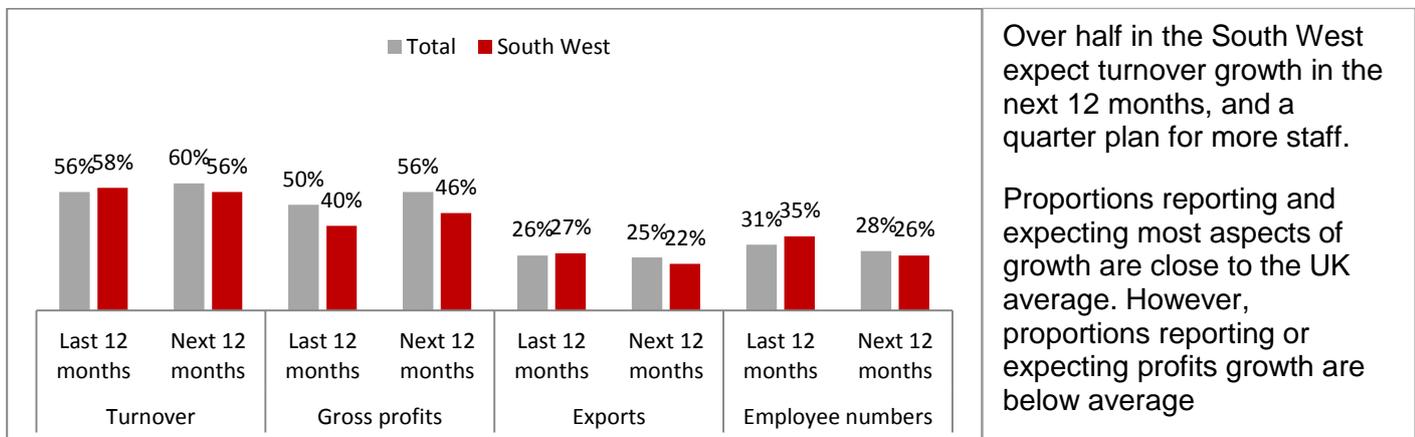
Background

1,010 members in UK businesses were interviewed by phone for the *ICAEW UK Enterprise Survey 2011* between June and Sept 2011 by Kudos Research; 82 of them in the South West region. The survey forms our 15th annual UK Enterprise Report which, along with our Global Enterprise report, can be seen at icaew.com/SMEResearch. The 2011 survey was sponsored by SAP.

Summary

The South West may be a little more subdued than the UK average with regard to growth expectations, and is less international in outlook.

Growth – % reporting growth in last 12 months and expecting in next 12 months



Challenges and opportunities

- The greatest anticipated business opportunity for SW businesses (as in other regions) lies in new customers / markets and more in SW than elsewhere specified overseas expansion.
- And although competitive pressure and customer demand are expected by about one in three to become more of a challenge in the coming 12 months, in line with the UK average, late payments are a less pressing challenge than in most other regions.
- Key objectives for businesses here are to increase profitability – main objective for 36%, and pay down debt (20%). The latter ranks higher here than in most regions.
- 53% of South West businesses say that the UK tax and regulatory environment is not business-friendly, in line with the UK average.

Globalisation

- Increasing globalisation is not expected to have any impact for half of South West businesses (but 41% of UK businesses), and a positive impact for a third - compared with half nationally
- 61% of the region's businesses have international activities (a little below average), 44% in the South West export and 40% import, in line with the UK average.
- Those interested in exporting would benefit from country and sector intelligence, and information on commercial and product regulations.